



SCHERIL MURRAY POWELL P.A.

PEOPLE, POLICY, PURITY, PROFITS: Building High Performing Teams in Cannabis

Scheril Murray Powell, Esq.
Scheril Murray Powell, PA

Scheril Murray Powell, Esq.

- Cannabis, Agriculture, and Trade Attorney
- Business Development Manager, Creative Services, Inc.
- Green Sustainable Strong Consulting Firm
- Chair of ASTM D37 Subcommittee on Diversity, Equity, and Inclusion
- Government Relations Specialist
- Cannabis Committee Member- Jamaica Bureau of Standards
- Hemp Farmer
- Former General Counsel- Minorities for Medical Marijuana
- Former Executive Director- Black Farmers and Agriculturalists of Florida
- Current Executive Director- African American Farmers Association





Creative Services, Inc.

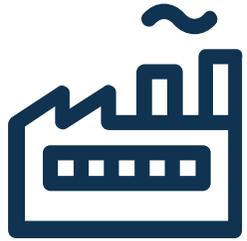
Not **all** background checks are created equal.

Meet Creative Services, Inc. (CSI)

- 45 year old Screening Company
- Professional Background Screening Association (PBSA) Accredited Organization
- Partner with Cannabis Regulators, Commissions, and Boards
- Experts on using Screening to Build High Performing Teams
- Equity Verification Experts
- We possess an entrepreneurial spirit and are always eager to work with our customers to design solutions that suit their specific needs
- High Customer Satisfaction Results



Who we serve



Manufacturing



Energy



Construction



Healthcare



Biotech



Cannabis



Technology



Not for Profit



Retail



Staffing / HR



Government



Higher Ed



Transportation



Financial



Challenge: Balancing Cannabis Culture and Corporate Essentials

- Traditional cannabis companies resist the transition to becoming more “Corporate”
- There needs to be the balance between remaining true to the culture and activism of cannabis and professional standards
- As companies grow, they need to be able to scale service as well as scale production.



Challenge: Access to Capital Issues

- Three areas of concern:
 - Depositories
 - Lending
 - Payment Processing

The industry is very dependent on Private funding
- The industry is very dependent on private funding
- Traditional Banks are reluctant to lend to Cannabis Industry participants
- Cannabis has always been a huge opportunity for State Chartered banks and Credit Unions
- Access to capital is exponentially more of an issue for minority communities



Challenge: Equity Issues in Cannabis

- Black and Brown People were disproportionately affected by “The War On Drugs”
- People of Color and those who are of lower socio economic status are historically discriminated against in lending and real estate
- The access to capital issues make minorities more vulnerable to predatory lending and predatory contracts.



The Reality of Cannabis

- Multi-Billion dollar industry
- Cannabis is growing GLOBALLY, there are many multi-national participants
- Mainstream players are getting more and more attracted to the industry:
 - Pro- It has become more accepted
 - Con- The small players and activists are finding it harder and harder to compete
- Cannabis is essential
- Fastest Growing employer in the United States, especially during the pandemic



People: The Cannabis Industry- Diversity in Professions

- Cannabis covers every area of the Law
- The Cannabis Industry includes Doctors, Lawyers, Accountants, Chemists, Security, Human Resources and many other occupations
- Increased Regulations create a need for more diverse professionals



People: Setting the Right Culture

- It is important that before you even think about hiring talent, that you set the tone and culture for your organization
- You need to hire the right people that align with your organizations culture and values
- You need to vet your people to make sure that what is on their application/resume is verified, especially if there is a potential risk to consumer safety.



Policy: SOP's and Automated Procedures

- Cannabis companies need to develop and catalogue SOP's
- A best practice is to purchase an employee only INTRANET with policies and procedures defined for consistent treatment.
- A compliance software that manages SOP's, changes in legislation, and Training completion is also essential



Policy: Goes beyond SOPs

- Written policies should include how to use technology, step by step decisions and process, and Cultural direction.
- Empowerment of Employees is critical for scaling your business.
- You need to be compliant with OSHA, FCRA, and other Federal regulations.
- Conduct Tests before rolling out system, technology, culture, policy changes to your team.



Purity: The Goal is a Safe Product

- Food safety regulations apply to cannabis products
- Certificate of Analysis results are essential. Understand how to read them.
- Scan codes are a helpful shortcut
- Tightly manage the chain of custody
- Labels must match the product



Profits: It is a BUSINESS

- If you have investors, you have a responsibility to investors
- Invest in a good expense and income tracking software
- You can no longer make decisions merely as a cannabis enthusiast, you must consider profitability
- You need to make sure financial decisions do not negatively impact quality.



Summary

- Your People are the face of your business, they create the consistent customer experience;
- Your People are the guardians of product quality;
- Policy will ensure compliance and consistent product
- Purity ensures that you have a great consistent product that contributes to well being and doesn't harm
- Profits are necessary for you to stay in business and continue to elevate the Plant Cannabis!



Thank You for Your Attention

- Scheril Murray Powell, Esq.
- Email:
smpesquire@outlook.com
- Cell/Whatsapp: 561-929-4678

